

MINUTES
Community Center Advisory Board
Village of Key Biscayne, Florida
Thursday, April 27, 2006

Key Biscayne Community Center
10 Village Green Way

7:00 P.M.

CALL TO ORDER/ROLL CALL OF MEMBERS: The meeting was called to order at 7:25 PM. Present were board members Carlos Batlle, Carlos Campano, Jim Leavitt, Susi Westfall and Bonnie cooper (via phone). Also present were Councilmember Pat Weinman, staff members Todd Hofferberth and Maite Miyares and consultant Ken Ballard.

Ken Ballard began the meeting giving a brief synopsis of his observations today. He was happy with the variety of the programming, both cultural and fitness programs. He states that the building is in good shape, well maintained and clean. He added that the building looks great for the level of use that it is getting. He also stated that the number of members has exceeded the projections and the retention rate is great. Now, he asks how do you deal with the demand with a limited size facility?

The committee discussed renewals and revenue projections. The committee also discussed rentals and how to boost the rentals during the holiday season. The committee discussed a fee increase. Mr. Ballard recommends we need to increase our fees between 5% to 10% beginning November 1st. Mr. Ballard feels the fee increase needs to also affect the exercise classes. Mr. Ballard feels it is prudent to budget for a 10% drop in the amount of memberships. He feels we need to concentrate on retaining members. Mr. Campano feels that we should offer to renew for longer than one year. Mr. Ballard suggests we don't offer to renew for longer than two years. The committee also discussed using Electronic Funds Transfer to retain members. We also discussed not allowing children under the age of 10 to have a membership without an adult membership.

The committee discussed the children that come to school here but are not members. They discussed creating an after school program and limit the days of the week and the time of the day. Mr. Ballard also suggests creating a capital improvement program. Beginning in the third year, we need to begin to replace equipment. Mr. Ballard suggests that staff create a five year capital improvement program, including all the computers, fitness equipment, furniture, spinning bikes and TVs. Dr. Leavitt asked Mr. Ballard what we can do with the old equipment; Mr. Ballard suggests that we work with our vendors to give us credits for the older equipment. The committee also discussed leasing the equipment instead of purchasing the equipment.

Dr. Leavitt feels we need to raise \$1.5 to \$3 million dollars in order to accomplish the expansion and other capital needs. Mr. Campano feels that the value of naming rights is higher now because of the success of the building. The committee discussed how much money we need to put away in a yearly basis for capital improvements.

The committee discussed opening classes to non-residents if they are not full. Mr. Ballard suggests that we should open it up and limit it to those programs that are not full. The committee discussed taking a resolution to Council allowing the opening of classes to non-residents.

The committee discussed programming. Mr. Ballard spoke about servicing the needs of our teens. He discussed how difficult it is to program to teenagers especially those over the age of fifteen. He discussed that these programs cost a lot of money and are very labor intensive. The committee discussed the teen programming that is being planned for Friday nights and the summer.

The committee discussed senior programming. Mr. Ballard suggest to keep the free programs we have now, but to begin to charge for the new programs.

The committee discussed the new Parks and Recreation Survey. The department would like to use Leisure Vision to poll the public and use that information in order to plan for future land use. It is also a good opportunity to see what the needs are after the Center has already been built.

The committee discussed the budget and how to present this year's budget to Council.

Next Agenda:

Capital Improvements

Fundraising

Children at the School that are not Residents.

The meeting was adjourned at 9:15 PM by Dr. Leavitt.

The next meeting is scheduled for May 18, 2006.